

Message Text

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ACTION ITC-01

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FM AMEMBASSY DUBLIN
TO SECSTATE WASHDC 9445

UNCLAS DUBLIN 1851

E.O. 11652: N/A
TAGS: ETRD, EI
SUBJECT: USITC REQUEST FOR INFORMATION ON AUTOMOBILE ASSEMBLERS

REF. STATE 130574

1. FOLLOWING IS REQUESTED INFORMATION ON IRISH ASSEMBLERS:

A) 1. REG ARMSTRONG MOTORS, SOUTH DOCK WORKS, RINGSEND ROAD,
DUBLIN 4

2. ONE
3. OPEL AUTOMOBILES UNDER GENERAL MOTORS FRANCHISE
4. LESS THAN 1 PERCENT OF 1977 MARKET

B) 1. BRITISH LEYLAND IRELAND LIMITED, CASHEL ROAD, KIMMAGE,
DUBLIN 12

2. ONE
3. PARENT CO.: BRITISH LEYLAND, ENGLAND
4. ABOUT 12 PERCENT OF 1977 MARKET

C) 1. CHRYSLER (IRELAND) LTD., SHANOWEN ROAD, WHITEHALL, DUBLIN 9

2. ONE
3. SUBSIDIARY OF CHRYSLER U.K. LIMITED, ENGLAND
4. 10/11 PERCENT OF 1977 MARKET

D) 1. FIAT (IRELAND) LTD., KYLEMORE ROAD, BALLYFERMOT, DUBLIN 10
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2. ONE
3. ASSOCIATION: INTERNAZIONALE HOLDING FIAT S.A., ITALY
4. ABOUT 18 PERCENT OF 1977 MARKET

E) 1. GOWAN ASSEMBLERS LTD., PARKMORE ESTATE, LONG MILE ROAD,
DUBLIN 12

2. ONE

3. PEUGEOT, FRANCE, FRANCHISE
4. APPROX. 2.4 PERCENT OF 1977 MARKET

- F) 1. MOTOR MANUFACTURERS LTD., NAAS ROAD, DUBLIN 12
2. ONE
 3. FRANCHISE FOR VOLKSWAGEN, MERCEDES, AUDI AND MAZADA, GERMANY
 4. 6.5 PERCENT OF 1977 MARKET

- G) 1. SMITH (ENGINEERING) LTD. WESFORD
2. ONE
 3. RENAULT, FRANCE, FRANCHISE
 4. 10.3 PERCENT OF 1977 MARKET

- H) 1. TOYOTA (I) LTD., JOHN F. KENNEDY DRIVE, DUBLIN 12
2. ONE
 3. TOYOTA, JAPAN, FRANCHISE
 4. 8.5 PERCENT OF 1977 MARKET

- I) 1. HENRY FORD & SON LTD., MARINA, CORK
2. ONE
 3. FORD MOTOR CO., DAGENHAM, ENGLAND
 4. 30.3 PERCENT OF 1977 MARKET

- J) 1. DATSUN, NAAS ROAD, DUBLIN 12
2. ONE
 3. NISSAN, JAPAN
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4. 7 PERCENT OF 1977 MARKET

- K) 1. MCCAIRNS MOTORS, SWORDS ROAD, SANTRY, CO. DUBLIN
2. ONE
 3. VAUXHALL FRANCHISE THROUGH GENERAL MOTORS
 4. 4 PERCENT OF 1977 MARKET

NOTE: THE SHARE OF MARKET FIGURES ARE COMPANY ESTIMATES AND TOTAL OVER 100 PERCENT.

2. COMMENT: IT IS ESTIMATED THAT 75,000 AUTOMOBILES WILL BE SOLD IN THE IRISH MARKET IN 1977. THE SMALL AUTOMOBILE ASSEMBLY INDUSTRY IS PROTECTED UNTIL JANUARY 1, 1985 UNDER THE TERMS OF IRELAND'S ENTRY INTO THE EEC. AFTER THAT THERE IS EVERY POSSIBILITY THAT ASSEMBLY IN IRELAND WILL CEASE TO EXIST, SINCE IT IS UNECONOMIC. THE COST OF A LOCALLY ASSEMBLED VEHICLE IS VASTLY MORE EXPENSIVE THAN A SIMILAR MODEL ASSEMBLED AND SOLD, FOR INSTANCE, IN THE UNITED KINGDOM. UNTIL 1985 THERE IS AN AGREEMENT BETWEEN THE INDUSTRY AND THE GOI (WITH EEC APPROVAL) TO MAINTAIN AT LEAST THE 1965 LEVEL OF LOCAL ASSEMBLY IN RETURN FOR THE RIGHT TO EXCLUSIVELY IMPORT MODELS NOT ASSEMBLED IN IRELAND. THIS MEANS THAT IMPORTS ARE RESTRICTED TO ASSEMBLERS AND IMPORTERS

REGISTERED UNDER THE MOTOR VEHICLES (REGISTRATION OF IMPORTERS) ACT
OF 1968 (SEE DUBLIN'S A-45, MAY 20, 1977). SHANNON

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Message Attributes

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Sent Date: 05-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
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Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Expiration:
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Format: TEL
From: DUBLIN
Handling Restrictions: n/a
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